

Kimbark on the east. Its intent is to focus mixed-use commercial development along Main Street, with an additional mix of uses on adjacent parcels on the east and west sides of the Main Street corridor.

Finally, three **mixed-use transition areas** are shown, the first northeast of the transit core (stretching roughly halfway between 2<sup>nd</sup> and 3<sup>rd</sup> Avenues, bordering the south end of the City of Longmont Safety and Justice Building on 3<sup>rd</sup>) and roughly follows the edge of the BNSF railroad corridor on the east, encompassing additional properties of the former Butterball facility. Another transition area is shown east of the commercial core, roughly bordering the western edge of the city's proposed redevelopment area encompassed by the Southeast Urban Renewal Area, and stretching south to the northern border of the Dickens Homestead property. Finally, a third transition is shown west of the commercial core, stretching west to Pratt Parkway (including the site of the current Budget Home Center) and south to the St. Vrain River. These transition areas are intended to be medium density and to provide transitions between the more intense development in the transit and commercial cores and the surrounding neighborhoods and the river and its future recreational development.

### *Example Development Concepts*

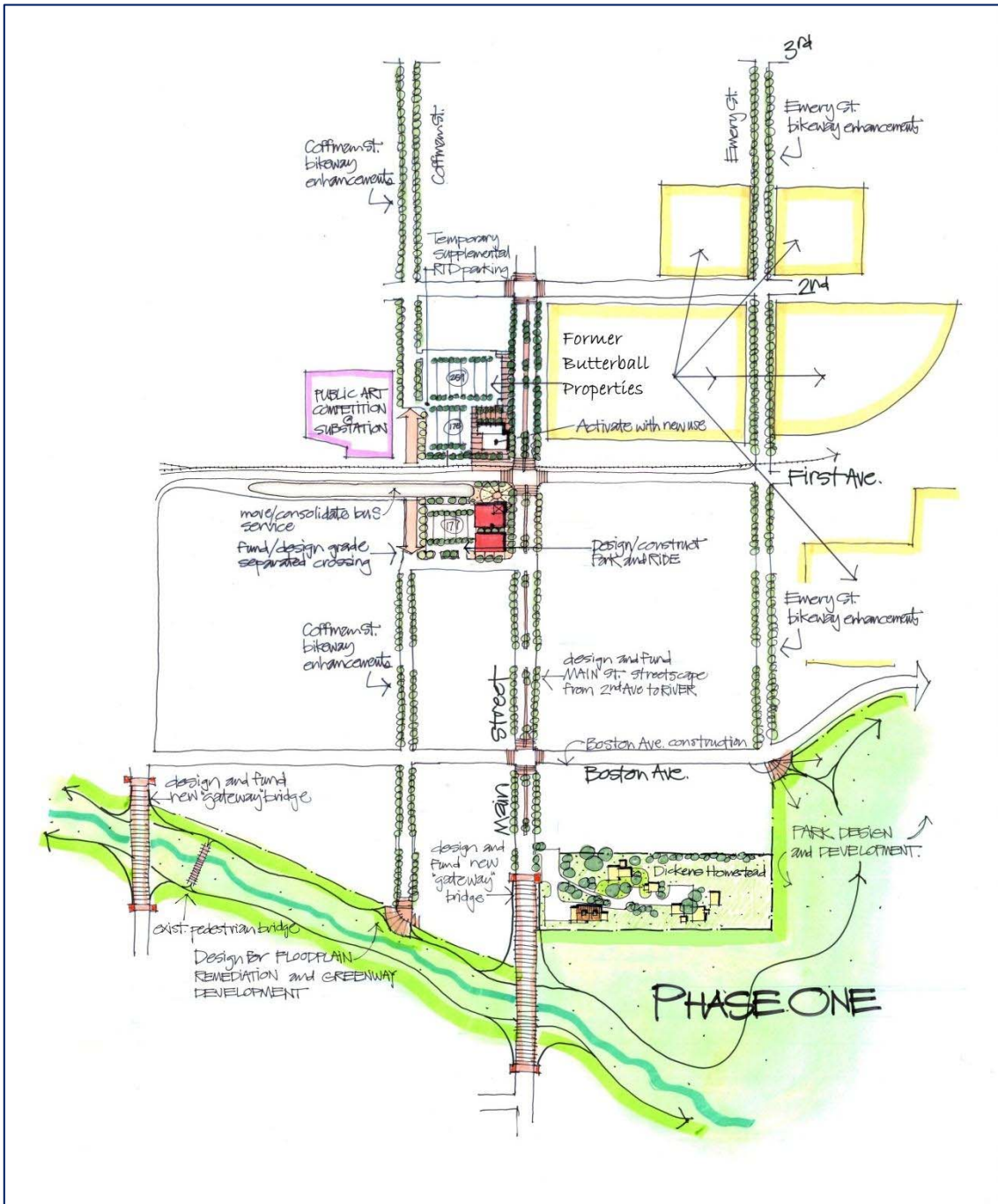
Using the zoning plan as a guide, and incorporating comments from stakeholders, developers, and local citizens, the project team developed three example development concepts showing how the area around the 1<sup>st</sup> & Main Station could redevelop over the next 25 years. These concepts are not definitive; they are merely examples and will depend heavily on the local economy and real estate market, local developer response to those market conditions, incentives that may be offered by the City, RTD investment and construction, and investor willingness to facilitate early catalyst projects in the redevelopment area. The development concepts are in three phases over a 25-year period.

#### *Phase One: The Next Five Years*

Figure 4-5 shows an example development concept for the 1<sup>st</sup> & Main Station area for first five years of its redevelopment – roughly between 2012 and 2017. Its key components include:

- A multi-modal regional transportation center at the southwest corner of 1st & Main (the center of the transit core zoning area). This facility (to be constructed by RTD with input and guidance from the City) is aimed at showing a major transit presence at this location and can be a catalyst project to help spur redevelopment. Its presence will show the developer community that the City is serious in its aim to promote redevelopment in the area and can be an important first step in that effort. While the exact design and bus circulation is subject to ongoing discussions between the City and RTD, it should include a major civic space design element, possibly a plaza as well as an architectural feature (such as a clock tower or well-designed signage) to provide a visible signal of a transit investment to the community and to traffic circulating on Main Street. Its internal parking and bus circulation should be determined through continued discussions between the City and RTD, but it should be designed to provide maximum convenience for transit users by providing an easy connection to local and regional transit service. It should also be designed to accommodate customer amenities such as information kiosks (with maps and schedules) and ticket and pass vending machines. These amenities may be phased in as funding becomes available.

Figure 4-5: Example Development Concept Phase One – The First Five Years



Source: 1<sup>st</sup> & Main Project Team

- During this period, initial redevelopment planning will likely be occurring for the former Butterball facilities. While it is unclear what type of intensity of development will occur, the City is aggressively pursuing all alternatives with the intent of moving forward with redevelopment appropriate for the Mixed Use District. The main Butterball processing facility is in the transit core area, with the other Butterball properties to the north and east in the transition area.
- The former Butterball parking lot on the west side of Main Street (directly across from the main Butterball facility and north of the City-owned building on the northwest corner of 1<sup>st</sup> & Main) could be used for interim overflow transit facility parking.
- The extension of Boston Avenue to the east of Main would likely occur in this period. This project is on the City's Capital Improvement Program and will provide needed connections between the 1<sup>st</sup> & Main Station area and the proposed redevelopment to the east included in the Southeast Urban Renewal Area. (An additional extension of Boston Avenue to the west is still under consideration to complete an east-west connection; however, that extension is uncertain given the BNSF Railway's request to implement a grade-separated crossing across the tracks).
- A short-term catalyst project already under way is the adaptive re-use of the City-owned building at the northwest corner of 1<sup>st</sup> & Main. This former municipal utility building, used most recently for museum storage, has been approved by the City Council for lease to Cheese Importers La Fromagerie, a well-known destination retail store and bistro, which is relocating to this building during the summer of 2012. This is a major commitment by a local business, drawing more than 60,000 customers annually from throughout the region, to the 1<sup>st</sup> & Main area. This move will only improve the area's visibility and foot traffic in the years to come and is an important first step toward the area's redevelopment.
- During this period, the City should begin design and funding for a bicycle and pedestrian grade separation across the BNSF railroad tracks at 1<sup>st</sup> and Coffman. No assumption is made at this time as to whether the facility should be an underpass or vertical facility, but this improvement would provide needed bicycle and pedestrian access between existing neighborhoods to the north and the 1<sup>st</sup> & Main area and the river district to the south.
- The electrical substation north of 1<sup>st</sup> Avenue and west of Main is a given, so it should be integrated into future redevelopment plans. An important first step is the construction of a safety wall around the substation, which is in the City's Capital Improvement Program and scheduled to occur in the summer of 2012. One way to draw attention to the area – and to make the substation an asset to the community – would be to conduct an art competition to decorate the new substation walls. This would be the first step toward incorporating public art into the entire redevelopment area as it develops over time.
- The City could undertake bicycle and pedestrian improvements (such as improved signage and striping and other enhancements) for Coffman and Emery Streets from 3<sup>rd</sup> Avenue

south to the river area to facilitate connections between the existing neighborhoods to the north and the redevelopment area to the south.

- The City will likely be initiating the design of Main Street improvements from 3<sup>rd</sup> Avenue south to the river. This project is included in the City's Capital Improvements Program as a funded project and includes streetscape upgrades and pavement rehabilitation. This would continue the streetscaping themes already in place on Main Street north of 3<sup>rd</sup> Avenue.
- The City also will likely be initiating the design for new gateway bridges on Main Street and Pratt Parkway over the St. Vrain River. The Main Street bridge is partially funded in the City's Capital Improvement Program, while the Pratt Parkway bridge is fully funded in the CIP. Both projects will help mitigate the 1<sup>st</sup> & Main Station area's floodway and drainage issues.
- The City's also is planning improvements to the St. Vrain River greenway (fully funded in the City's Capital Improvement Program). This project includes upgrades to the multi-use facilities along the river and other regional connections. At the same time, the City may continue to explore more recreational enhancements for the riverfront area for implementation at a later time.
- During this period, the City is also anticipated to initiate policy and regulatory changes to facilitate redevelopment and re-zoning of the 1<sup>st</sup> & Main area. This will be an important signal to the development community that the City is moving forward to spur redevelopment and revitalization of the area.

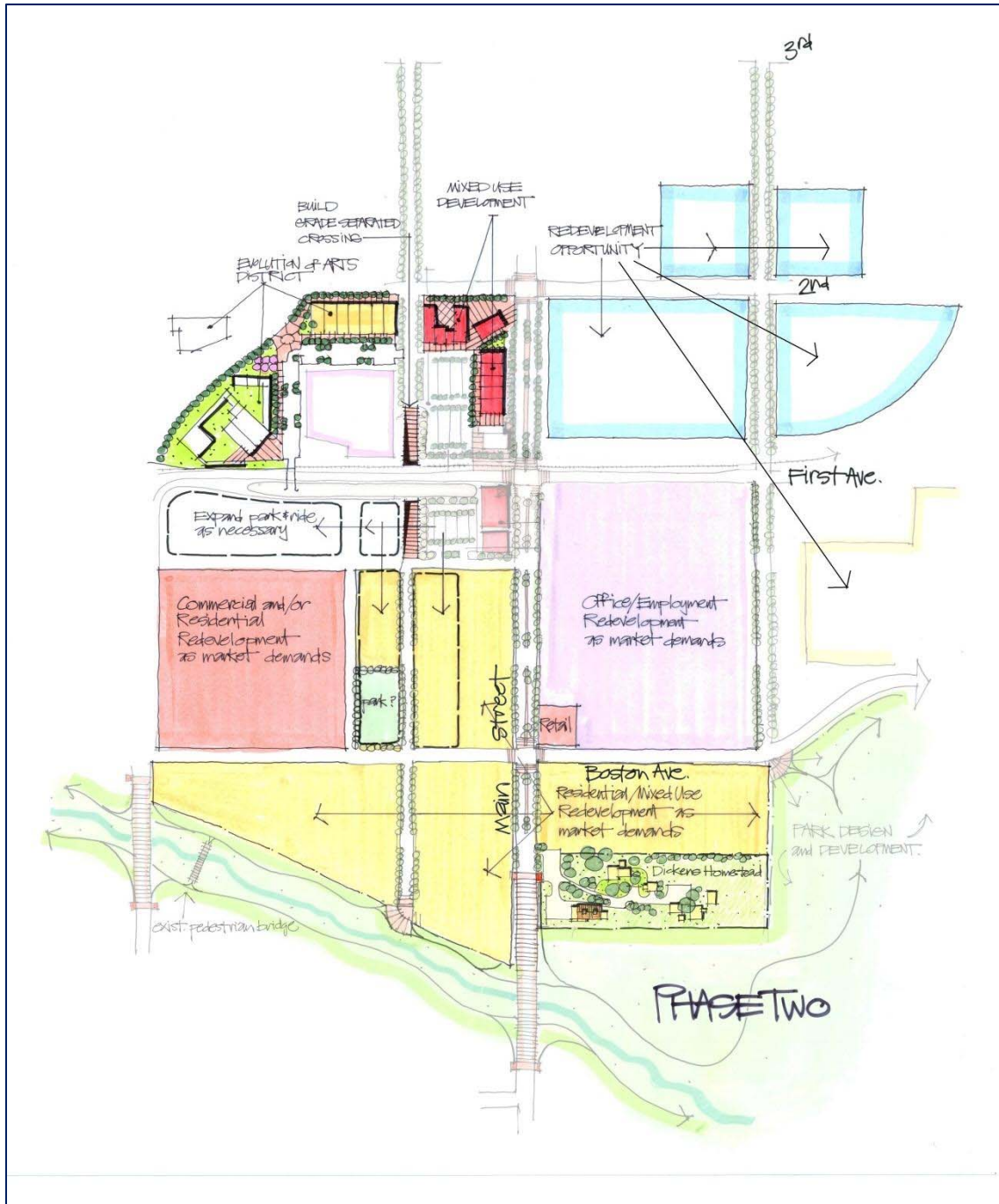
### *Phase Two: Years Five Through Ten*

Figure 4-6 shows an example development concept for the 1<sup>st</sup> & Main Station area for years five through ten of its redevelopment – roughly between 2017 and 2012. Its key components include:

- Likely redevelopment of the former Butterball facility and its ancillary sites will occur in this period (sooner if the local real estate market improves more rapidly than expected). This could be a single large user or a collection of smaller users, but the sheer amount of land available should make this area an attractive redevelopment site by this time.
- As transit needs increase (and depending on RTD plans), additional parking will likely be required to provide additional access to the regional transportation center. While this parking expansion could occur directly west of the original site at the southwest corner of 1<sup>st</sup> & Main (and parallel to the railroad tracks), it also could occur in a different configuration, including in interior parcels between Main Street and Pratt Parkway and north of Boston Avenue. The exact layout, including bus circulation, is subject to ongoing discussions between the City and RTD, but should be implemented in a manner that provides maximum flexibility and development opportunity for the surrounding area. In other words, it should be integrated into the development area and not be a barrier to redevelopment.



Figure 4-6: Example Development Concept Phase Two – Years Five through Ten



Source: 1<sup>st</sup> & Main Project Team

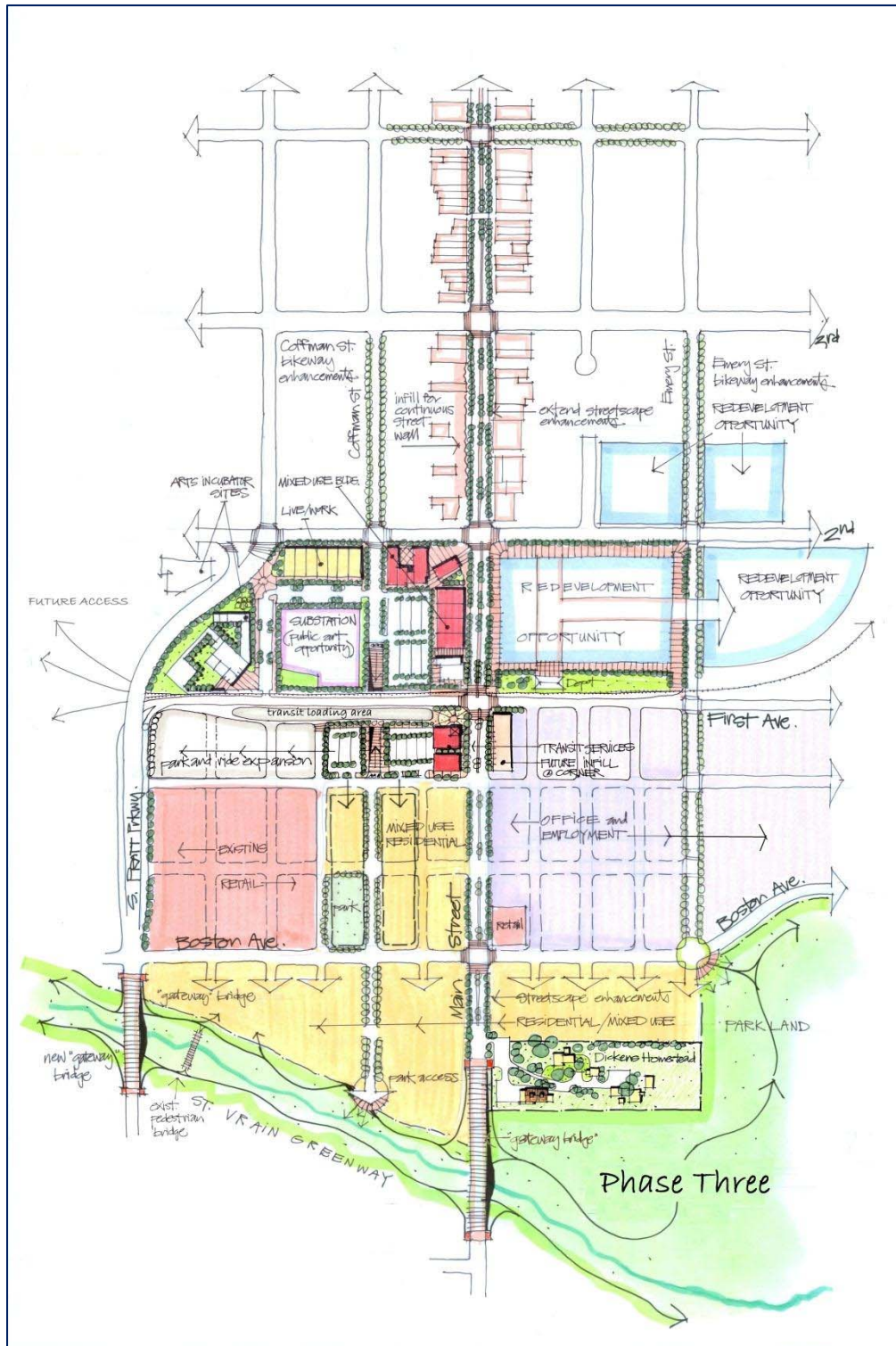
- The area including the current Budget Home Center (just east of Pratt Parkway and north of Boston Avenue) can either remain or redevelop as the market dictates. This viable business (the last independently owned lumber yard in Colorado) is a valuable neighborhood amenity and should be allowed to remain as long as its owners desire. Alternatively, if redevelopment is more attractive, it could evolve to a mixed-use commercial/retail area appropriate to its location in the transition zoning area.
- During this period, it is anticipated that the bicycle/pedestrian grade separation along Coffman across the BNSF tracks would be constructed. Additional grade separations may also be required to promote bicycle and pedestrian access between existing neighborhoods to the north and the redevelopment area and river.
- The area to the north and west of the electrical substation could redevelop as an “arts district” appropriate to its location in a quasi-industrial area as part of the transit core area. This could include a variety of live-work spaces, art galleries and studios, and related retail and commercial space similar to the River North district in Denver or the Steelyards development in Boulder. The area also could easily accommodate affordable housing or senior housing as the market dictates.
- During this period, the City will likely complete construction of the new bridges over the St. Vrain River on Main and Pratt, along with redevelopment of the river area to enhance its recreational attractions and regional connectivity.

### *Phase Three: Years Ten Through Twenty-Five*

Figure 4-7 shows an example development concept for the 1<sup>st</sup> & Main Station area for years ten through twenty-five of its redevelopment – roughly between 2022 and 2037. Its key components include:

- Completion of infill development along Main Street, with a focus on the area north of 3<sup>rd</sup> Avenue as the first priority. As noted in the market analysis, downtown Longmont currently has some development gaps, including a higher-than-desired office vacancy rate. By this time, the market will likely have facilitated the elimination of those vacancies, a filling of the construction gaps, and upgrades of underutilized parcels and buildings on Main north of 3<sup>rd</sup>, with follow-up development on Main Street south of 3<sup>rd</sup> Avenue and through the 1<sup>st</sup> & Main Station area to the river. This development along Main will be appropriate to the commercial core zoning area designation incorporated in the zoning plan.

Figure 4-7: Example Development Concept Phase Three – Years Ten through Twenty-Five



Source: 1<sup>st</sup> & Main Project Team

- As additional parcels in the transit core, commercial core, and transition areas redevelop, a walkable street grid will be incorporated wherever possible to promote pedestrian and bicycle connectivity. This street grid will roughly mimic the existing street grid in the residential and commercial areas to the north of the 1<sup>st</sup> & Main area, with some blocks possibly being subdivided into even smaller components to further facilitate walkability. This concept does not preclude developments that may encompass more than one block in the grid; new developments, especially larger employers, could easily cover more than one block in the grid system as needed.
- Finally, as market conditions allow, redevelopment of the entire area will likely have occurred by this time, appropriate to the zoning areas established by the Mixed Use District ordinance. Obviously, build-out is entirely dependent on market conditions, and overall development may not follow the examples noted here, but these concepts present one set of potential outcomes for the redevelopment area.

#### **SUMMARY: CRITICAL ELEMENTS OF 1<sup>ST</sup> & MAIN STATION PLAN**

- Regional Transportation Center for Longmont at the southwest corner of 1<sup>st</sup> & Main
- Boston Avenue (as collector or local street) extension east of Main Street
- Main Street streetscaping extended south to the river
- Coffman/Emery bikeway enhancements
- New gateway bridges at Main Street, Pratt Parkway and BNSF rail line over St. Vrain River
- Grade separation on Coffman Street under railroad tracks
- River district improvements along St. Vrain (bikeway, trails, greenway, floodplain channelling)
- Connection between St. Vrain Greenway and parks through this area
- Zero lot lines along Main Street for commercial/retail (ground floor) development (assume both north and south of station)
- Continue the downtown street grid (Assume a minimum of current old town block sizes)
- Break up parking for transit center into smaller, shared components

#### **Other key elements:**

- Redevelopment of former Butterball site
- Infill redevelopment on Main Street north of station
- Residential mixed-use emphasis west of Main south of station
- Retail mixed-use emphasis east of Pratt Parkway and north of Boston Avenue
- Commercial/office mixed-use emphasis east of Main Street between 1<sup>st</sup> and Boston Avenue
- Residential mixed-use emphasis south of Boston Avenue to river on both sides of Main Street
- Arts district near existing substation